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ABSTRACT

This report, undertaken to secure data to facilitate employment of Iowa State University graduates, summarizes information gathered from visits to 30 businesses and corporations in Iowa and Illinois. Comments address the following aspects of application and employment: additional studies required, general and communication skills, style of application and resume, general employment policies, recruiting, hiring processes, training, promotions, and suggested supplementary information. Participating companies included Alcoa, Brunswick Corporation, Continental Bank, Standard Oil Company (Indiana), and State Farm Insurance. (KS)

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COMMUNICATION/PLACEMENT RESEARCH PROJECT

Communication Needs for Employment

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assisted by Mary C. Thompson

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Ames, Iowa 50011

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IOWA STATE UNIVERSITY RESEARCH FOUNDATION, INC.

CS 501 569

COMMUNICATION/PLACEMENT RESEARCH PROJECT

COMMUNICATION NEEDS FOR EMPLOYMENT

June 2 - June 13, 1975
Iowa/Illinois

SUMMARY

PURPOSE: To secure data facilitating employment of ISU graduates

METHOD: Personal visits to 30 businesses and corporations, with 54 individuals. Questionnaire plus taping.

FINDINGS:

General Skills. Entry level jobs at B.S. B.A. level. Advanced degrees preferred for research and development positions. From 70% to 100% refund for tuition, books frequently available for qualified employees for advanced degrees (night school, extension courses, summer, occasionally full-time work at university).

Additional Studies. More technical writing and speech recommended for all. Psychology, economics, business courses (accounting, statistics, math) recommended for engineers; engineering courses (general) recommended for non-engineers. Ideally, employers want the Renaissance Man or Woman: the scientist with knowledge of the humanities, the humanities' graduate with knowledge of science.

Communication Skills. Mastery of written and oral skills vitally necessary for promotion to administrative positions. Spelling and sentence structure must be correct, beginning with initial contact, or application is discarded. Engineers frequently most guilty of sub-standard communication ability and most frequently in need of this ability. Oral presentations at all levels, the "common denominator" for future success.

Application/Resume. Prefer one page for each -- direct, to-the-point. Objective or goal should be stated on both. CPC resume excellent for interview but most placement officers/recruiters prefer printed/original (College Placement Annual sample). Want picture, major area grade point, activities, work experience/self-support, location preference. Transcripts useful at this stage (or University of Wisconsin Grade Profile). References discounted unless former employers or major professors.

General Employment Policies:

Forecast. Hiring expected to pick up during 1976-'77. Electrical engineers, power option, in great demand. M.E., Chem.E. needed. Women and minorities courted in all fields. Liberal Arts grads (Language) urged to have a double major. Teachers in demand for management (Sears, Penney's). Science and Humanities grads without computer programming hired and trained for same. Pharmaceutical corporations, hospital suppliers need advanced degrees. SALES open to all at all levels and an excellent proving ground for management.

Recruiting. Manpower planning (six months to a year in advance) and department requisition through personnel manager. Campus interviewing, unsolicited letters (via College Placement Annual) directed to specific individuals replied to, filed, referred to, kept for one to three years. Turn-around ten days to two weeks. If no reply received after two-three weeks, candidate should phone as follow-up, but not collect call. Initial phone call usually unacceptable unless to set up personal interview at own expense. Professor referrals encouraged. Employment agencies and ads used for experienced needs but employers prefer other routes.

Hiring. Usually following committee decision (three minimum). Personnel manager screens candidates, presents them to department heads/supervisors for interviews and decisions. Communication skills vitally important. Openings created for individuals with initiative -- have goals, research self and company, sell self based on knowledge.

Training. Ranges from formal to informal -- highly structured vestibule training and shifting from department to division at regulated periods to on-the-job supervision, two weeks to two years.

Promotions. Usually from within. Reviews, depending on rank, from three to six months, to yearly, for pay and promotion. Also MBO (Management by Objective): supervisor and employee meet and discuss employee's capabilities, set goals. At end of review period (six months to year) goals evaluated and, possibly, raised or realigned. Employee can move from line to supervisory jobs via this route. Most corporations hire employees for career of 30+ years, not for initial job.

Suggestions for Supplementary Information. Booklet of seniors and/or alums by colleges very desirable. Short resume of each. One school sends out videotape of available grads. Additional material sent without cost to potential employers. Would appreciate professors phoning (collect) to recommend outstanding students.

Compiled by Prof. Lilian O. Feinberg
Department of English
Iowa State University
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COMPANY	ABBOTT LABORATORIES	ALCOA
Contact:	Ms. J. J. Roberts Professional Employment North Chicago, IL 60064 Phone: 312-688-7000	S. Gentry Davis Personnel Manager or William J. Kucker Placement Manager P.O. Box 3567 Davenport, IA 52808 Phone: 319-355-0211
PRODUCTS/SERVICES:	11 Divisions — pharmaceuticals, hospital products, medicinal chemicals; chemicals for ag. industry; specialty rubber goods and plastics; specialty grocery products; golf balls, clubs; Pream, Similac; eye care products	Boats, cable, utensils, cans, buildings, aluminum wire, sheet plate, foil
GENERAL SKILLS: Hire (degrees and positions)	Entry level: B.S.-B.A. +3-5 yrs. experience and/or M.S., Ph.D. (Sciences) Support Staff: Tech. Writing, Science, Sales, R&D, Personnel Adm., English as a Foreign Lang.	B.S.-B.A., M.S., Ph.D. Chem. E., EE, Electronics, Ind. Engr., I. Ad. (Marketing, Finance, Transportation, Management), Automatic Data Processing, Comp. Sci., Information Service, M.E., Metallurgy
Suggested additional studies for Liberal Arts and others	General studies with emphasis on science	Economics, Accounting, Journalism, Public Relations (for management level)
Comments:	—	—
COMMUNICATION SKILLS:	Written and oral — "...to interface with management, must be verb-poised." Spelling and sentence structure important	Written and oral — "...may be a good technician, but if one can't communicate, won't move up to supervisory/mgt. job." Public speaking daily on the job

COMPANY	ABBOTT LABORATORIES	ALCOA
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original and C.P.C.	Printed/Original
Objective/Goal	Necessary	Necessary
*Grades (GPA or MGPA)	Important	Important (English, yes; P.E., no)
Work Experience (self-support)	Important, even if not appropriate	Necessary (extra emphasis on related summer experience
References	Get ideas of how to use employees	For tech. jobs useful but not emphasized; P.R./Personnel, important
Activities/hobbies/ honors	Important	Shows leadership
Location preference	—	Indicate
Picture	Unnecessary	Preferred, particularly if female or minority
Comments:	—	—
LETTER (with resume):	Necessary	Necessary
Style (standard or creative)	Standard; neat, brief. Spelling and sentence structure important	New look; creative, personalized. Short, neat, original only
Company research	Expected	Necessary
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	—	—
Comments:	—	—

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Grade Point Average
Major Grade Point Average

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

Recommend University Placement Office offer Seminar/ Course on types of work available

Suggest: Brochure of senior resumes with picture and objective to be sent FREE in January to companies. See U. of Kentucky "Bargain in Brains"

COMPANY	ABBOTT LABORATORIES	ALCOA
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	450 for 1976; 480-90 for 1977	Not hiring now; some layoffs in 1975. Ditto, 1976
Summer employment/Internships/Co-ops	Filled through professional science associations	Under "normal" conditions during senior year in discipline
Employer recruiting practices	8 full-time recruiters (50 hrs./week). Work with hiring managers; no agencies. Welcome referrals from legitimized sources	Fall campus visit for 95% of employees; headquarters for specialists
Employee job initiation Unsolicited letter/phone call followed by letter/personal visit	Letters accepted; kept on file 2 year. Jobs filled from them. No phone calls or walk-ins	Letters encouraged; on file 3 years. 2-week lag for reply. No phone calls. 5% employment filled by walk-ins
Comments:	Aggressive in R&D for new products. Hire highly qualified people at top salaries	If experienced, write directly to Engineering Manager, Central Placement Office, Pittsburgh, PA
COMPANY EMPLOYMENT POLICIES: Promotion	Where possible, from within	From within, 99 out of 100
Criteria for final selection (hire/promotion)	Preference for minorities and females. Communication ability	Ability to communicate in interview presentation: 1. Talent for career; 2. Present that talent; 3. Energy; 4. Dedication; 5. Desire
*Training Program	No formal vestibule training. In-house seminars: Interviewing, consulting, good manufacturing practices, quality control, English for non-speakers	*Vestibule (6 weeks; 1 week in each of 6 jobs)
Comments:	—	—

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	AMERICAN HOSPITAL SUPPLY CORPORATION	AMSTED INDUSTRIES
Contact:	Bill Johnson Recruiting Manager 2020 Ridge Avenue Evanston, IL 60201 Phone: 312-866-7200	G.T. Simpson Personnel Supervisor Prudential Plaza Chicago, IL 60601 Phone: 312-645-1733
PRODUCTS/SERVICES:	28 Divisions -- projected to 40 by 1980. Health lab. equipment and supplies; wood & steel furniture for printers, dentists, engineers, draftsmen; surgical furniture, lab., domestic science, craft & library equipment; automatic electric home washers & electric & gas dryers; uniforms	10 Divisions -- manufacture and distribute basic parts used in building and repair of railway cars and locomotives -- steel castings and fabricated parts; steel railway wheels, brass, iron castings, roller chains, sprockets for machines -- earth moving to bicycles; manufacture and sell lathes, drills, presses
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A., M.S., Ph.D. No C.E.; Ind. Engr., Chem.E., Mech. E., Sales, Marketing, Accounting, Finance, Sciences (Biology, Chemistry)	At ISU, only EE, M.E., Metallurgy
Suggested additional studies for Liberal Arts and others	Interdisciplinary. Computer programming -- any degree (History, Biology, etc., and Language majors trained for computer science) Hire 20-25/yr.	Public Speaking; Report Writing, especially for engineers
Comments:	Take career courses, not easy courses. Engineers: broad background for B.S.; specialized M.S. after on-the-job experience	--
COMMUNICATION SKILLS:	Written and oral -- develop good patterns in both. More should be taught at freshman-sophomore level	Ability to communicate orally is of primary importance. (Grades secondary) Necessary for success at Amsted

COMPANY	AMERICAN HOSPITAL SUPPLY CORPORATION	AMSTED INDUSTRIES
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Printed/Originals; C.P.C. for interviewing (1-2 pages)	Original copy -- formal form (see College Placement Annual)
Objective/Goal	Necessary	Necessary
*Grades (GPA or MGPA)	Desirable (last two years most important)	Necessary -- wants GPA and major grades
Work Experience (self-support)	Necessary; shows individual as a whole	Given extra emphasis
References	Include. Will occasionally check	Never looked up; use on request
Activities/hobbies/ honors	Important	Important, but work comes first
Location preference	--	--
Picture	Preferred	--
Comments:	General goals should be formulated by sophomore year. Resumes sell person on paper	"Person must sell self" -- must tell abilities. Teamwork in business. Majority, oral contacts
LETTER (with resume):	Necessary	Necessary
Style (standard or creative)	Standard; direct, personalized. 2-3 paragraphs. (Conservative company)	Standard opening; brief
Company research	Suggest study growth rate; ages of management (Fortune 500, Moody's, annual reports)	Expected -- Company very conservative
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	--	--
Comments:	Make letter ask a question. "Do you have an opening in _____?" Make Personnel act	Include telephone numbers. State purpose first paragraph. Letter categorizes individual

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Grade Point Average
Major Grade Point Average

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

COMPANY	AMERICAN HOSPITAL SUPPLY CORPORATION	AMSTED INDUSTRIES
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Growing 20%/yr. Haven't filled all openings during past 2 yrs. 20-25 Liberal Arts students hired yearly	1975-- 22 openings; 11 cancelled. 1976 -- improved outlook. Basically engineers
Summer employment/Internships/Co-ops	In Accounting/Finance: work 4 mos. then school 8 mos. Engineering: 5 in 1976 (first time)	3 of 10 divisions have co-op programs. Rehire permanently often
Employer recruiting practices	College Placement Services; agencies, reluctantly (AHSC pays fee for experienced persons); technical schools	College Placement Officers and professors
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Letters accepted; on file 1 yr. Phone calls effective for entry level	First contact -- letter. Read and filed
Comments:	Looking for aggressive sales and marketing people. Do manpower planning and dept./div. requisition with 4-6 mos. projections	--
COMPANY EMPLOYMENT POLICIES: Promotion	From within. Usually start in sales. Promotion usually occurs within 3 years	Where possible from within. In the works -- skills inventory to move people between divisions
Criteria for final selection (hire/promotion)	Communication skills, personality, job skills, energy (committee decision). Gut feeling	Communication ability, grades, work experience and activities
*Training Program	Computer programming: 3-4 mos. classroom; less technical areas: on-the-job	Individual divisions. Accounting program: 15 months. 2 years in all divisions. Personnel: 6 mos. each in corporate and division offices
Comments:	--	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	BAXTER LABORATORIES, INC. Travenol Labs., Inc.	BRUNSWICK CORPORATION
Contact:	Sam W. Hines College Relations Supervisor Deerfield, IL 60015 Phone: 312-048-2134 Dewey A. Teubert, Employment Supervisor, Adm. & Tech. Phone: 312-948-2132 Bill Cummings, Supervisor Employment, Sales, Marketing	Ms. Wanda Lee College Relations Assistant One Brunswick Plaza Skokie, IL 60076 Phone: 312-982-6000
PRODUCTS/SERVICES:	Manufactures and markets broad line of hospital and medically oriented products -- intravenous, scientific instrumentation for research and industry	50 plant locations. Health and medical science, recreation, technical products. (Sporting goods, fishing equipment, marine engines, snowmobiles, bowling balls, etc., billiards; components for aircraft and missles, metal fibers, filters.) R&D for industry and government. Joint contracts with ethnic groups: camouflage netting with Sioux Indians, North Dakota
GENERAL SKILLS: Hire (degrees and positions)	B.S.- B.A. Administrative, Sales, Finance, Marketing, Transportation (physical distribution), Information Service (Data Processing, Programmers, Math., Computer skills and Engineering	B.S. - B.A. Accounting, Marketing, E.E., Finance, Industrial Relations, Personnel
Suggested additional studies for Liberal Arts and others	--	Basic business courses: Report Writing; Introduction to Data Processing. For sales: people-oriented courses -- Sociology, Psychology, Philosophy
Comments:	Converting from IBM 370-158-N-145 to OS-VS-IMS	--
COMMUNICATION SKILLS:	Good reading and writing ability. Reports presented orally and in writing. Memos, resumes	Good reading and writing. Reports oral and written. BAMP (Brunswick Advanced Management Program) offers in-house seminars for upper management

COMPANY	BAXTER LABORATORIES, INC. Travenol Labs., Inc.	BRUNSWICK CORPORATION
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original; 1 page, block style	Printed/Original; 1 page, formal
Objective/Goal	Should be stated then detailed in letter, justified by record	Short-term objective important
*Grades (GPA or MGPA)	Sciences: MGPA; distribution: total GPA	Important in public accounting and research
Work Experience (self-support)	Necessary; used as references	Important
References	Necessary; personal references used for science positions	Checked on when application unsolicited
Activities/hobbies/ honors	Required. For sales, shows track record	Important on people-related jobs: marketing, sales
Location preference	Desired	If willing to travel and relocate must state on letter and resume
Picture	No	Desirable
Comments:	--	--
LETTER (with resume):	Necessary	Necessary. State in positive terms
Style (standard or creative)	Standard; brief	Creative
Company research	--	Expected
Addressee	Individual Personnel Officer or Recruiter	Individual Personnel Officer, local or corporate
Transcripts	--	--
Comments:	Two months before graduation, person should follow-up on unsolicited letter	--

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Grade Point Average
Major Grade Point Average

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

COMPANY	BAXTER LABORATORIES, INC. Travenol Labs., Inc.	BRUNSWICK CORPORATION
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	None in sales for 1976	Some locally. Recruiting women
Summer employment/Internships/Co-ops	--	--
Employer recruiting practices	Campus. Talk to 4 people; joint decision by personnel and departments	--
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	First contact -- letter. All replied to; filed for 1 year. Applicant sent short financial statement of company. No agencies	Letters answered, 10 days to 2 weeks; filed. Some referred to divisions
Comments:	Like professors to refer outstanding students	--
COMPANY EMPLOYMENT POLICIES: Promotion	From within, based on job performance	-- Personnel officer formerly in unrelated job. Promoted from within
Criteria for final selection (hire/promotion)	Job performance and gut feeling	Intuition
*Training Program	Materials planning area analysis: 3-6 mos. with Senior Material Analysts on-job. After 1½ to 2 yrs., either promoted or sent to another area. District Management Training: 8 mos. -- 1½ to 2 mos. each: traffic, operations, customer service. Then assigned to specific area or sent to 1 of 5 distribution centers in U.S. Each department conducts informal program	--
Comments:	--	Unhappy with ISU grads. Offer them jobs but are refused for Iowa position. Will pay moving expenses. Accountants from $10,800

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	BUNKER RAMO CORPORATION	CATERPILLAR TRACTOR COMPANY
Contact:	James S. Loeffler Director of Personnel 900 Commerce Drive Oakbrook, IL 60521 Phone: 312-986-2828	Bert N. Born, College Relations Representative Phone: 309-675-4440 Harold G. Kolb, Manager Organizational & Manpower Planning Phone: 309-675-4828 100 N.E. Adams St. Peoria, IL 61629
PRODUCTS/SERVICES:	26 locations — USA/Canada; 2 Belgium; 1 France; 3 Germany; 1 England. Design/manufacture precision parts for electronic, electrical aircraft and missile industries. Electronic, electrical and radio frequency connectors, cable assemblies, clocks, deep pile fabrics; computers, information systems for govt.; machine control devices — automatic stock and commodity quotation services	80,000 employees worldwide. Engine research, engine manufacture, replacement parts, service, electric power generation, truck engines and accessories, etc. Loaders, excavators, skidders, wheel-dozers, compactors, lift-trucks, pipelayers
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. Accounting, Industrial Relations, Engineers	B.S.-B.A. Ag.E., Chem.E., M.E., E.E., Con. E., Service Engineers, Data Processing, R&D, Marketing, Plant Operations, Financial Mangement, Accounting, Foundry, Business Economics, Advertising, Publications, Photography
Suggested additional studies for Liberal Arts and others	Writing, Speech, Computer-Math application, Basic Economics, Finance, Accounting and Language Skills	Communication skills, Basic Economics, mechanical comprehension, Math. More Chemistry and Physics. Language majors should have double major
Comments:	Will underwrite advanced education. Like to tie-in practical learning with higher education	Hire teachers for management. Math not needed for entry job. Require knowledge of capitalism and other systems for multi-national corporations
COMMUNICATION SKILLS:	"...students can't read, write or speak from right off the college campus. Foreign language majors need second major. Employees demonstrate communication skills every single minute, every single day. Need more reading ability	Business writing, speech writing, proposals. 90% of individual's time spent communication, 10% reading. Public speaking at all levels, bridging scientist/layman but not with phony gestures or patterns. Think on feet/poise/dialogue. Assume entry person can express self; however, sent back to jr. college or high school. "Writing is image." Bring profs in. Typing/dictation important

COMPANY	BUNKER RAMO CORPORATION	CATERPILLAR TRACTOR COMPANY
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original; not C.P.C.	Printed/Original; not C.P.C. Quick facts
Objective/Goal	State position/objective; both short and long-range goals	Necessary
*Grades (GPA or MGPA)	Not important	Look for ascending GPA or specific area GPA
Work Experience (self-support)	Important, particularly if related to job	Any appropriate experience valuable
References	Prefer none initially; will follow up on phone	Parent, teacher or former employer
Activities/hobbies/ honors	Important	Involvement and leadership important
Location preference	—	—
Picture	Preferred	Preferred but not important
Comments:	Prospect given 15 minutes to sell company, 15 minutes to sell self during interview	—
LETTER (with resume):	Necessary	Necessary
Style (standard or creative)	Opening should be eye-catching. NO mimeographing. Short, creative, positive, sell self	Creative; tailored to Caterpillar. If name misspelled, thrown out. Neat; correct
Company research	Expected	Definitely, but not faky. Pinpoint specific experience
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	--	Not necessary until later
Comments:	Wants to know why person is looking for work with his company. For experienced person, letter without resume acceptable	Correct spelling, clean typing important. Pay typist, if necessary

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Wants brief synopsis of graduating seniors and available alums. Hire handicapped. Find deaf mutes particularly diligent in accounting. Retarded are best on factory line. "One should guard and maintain both energy and healty."

"Public speaking courses not worth a damn!"
25% of employees have M.S. No premium for advanced degrees. 3-5% with Ph.D.'s paid for by company. Problem-solving most important. Pay 70% tuition. U. of Maine sends out 30 minute video tape on B.S. grads, 3 mins. on each. U. of Illinois booklet updated every 4 mths. Purdue sends out booklet of grads

COMPANY	BUNKER RAMO CORPORATION	CATERPILLAR TRACTOR COMPANY
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Affirmative action employer. No campus interviews. Call college profs for candidates	Hired 385 in 1975 (all disciplines). Not hiring now. Average 51 per year in engineering research and technology
Summer employment/Internships/Co-ops	Co-op with U. of Penn. for engineers	Co-op applications must be in by Easter. Add $25 mo. starting salary for each summer's work
Employer recruiting practices	Newspapers, agencies for experienced people	Bulk hired from Campus Placement Offices. Professors, employees suggest names
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Letters invited; answered 10 days to 2 weeks. First letter should say: "I want that job. I can do it." Sell self. Follow up with call	Send letter, transcript, resume. Answer all letters briefly and keep file. After 2 weeks plus, unanswered, candidate should call. Initial call not wise
Comments:	—	—
COMPANY EMPLOYMENT POLICIES: Promotion	—	From within
Criteria for final selection (hire/promotion)	"Most hungry and aggressive." Energy, innovation, desire to advance	Committee of 3. Attitudinal thing: aggressiveness, ambition, determination, enthusiasm, personal interest. Desire to learn
*Training Program	Sales: 12 mos. — 6 mos. formal, 6 mos. on-job; otherwise, 15-24 mos.	Engineers: 12 mos. — 5-6 training stations plus general engineering and operation. Marketing: sales 16 weeks; 18-24 mos. with field assignment
Comments:	Review for salary and promotion: annual for managers; others, twice a year	—

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	CHERRY-BURRELL CORPORATION	COLLINS RADIO GROUP ROCKWELL INTERNATIONAL
Contact:	A.E. Hirschfeld, Personnel Administrator or Ms. Mystle I. Blair, Ass't. Personnel Admin. 2400 6th St., S.W. Cedar Rapids, IA 52406 Phone: 319-365-5221	J.M. Boyer, Manager Employment, Security and Communication Services Personnel S.A. Huff, Manager Professional Employment Personnel Cedar Rapids, IA 52406 Phone: 319-395-4570
PRODUCTS/SERVICES:	Manufacture and market broad range of processing and packaging equipment for the dairy, pharmaceutical, food and chemical industries. Pasteurizers, freezers, fillers, pumps, valves, fittings, piping -- distributors of industrial separators, coolers, washers, and other complementary products	Avionics and telecommunications. Navigation and flight control systems. Computer controlled communication systems. Defense communications and navigation equipment, satellite and space tracking systems. High density, long haul microwave systems; automotive parts, appliances, calculators, etc. Broadcast and amateur radio equipment; design and processing of micro-electronic circuitry
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. Experienced M.E., E.E., C.E. Accountants (occasionally), Sales, Computer Programmers (directly out of school)	B.S.-B.A., M.S., Ph.D. E.E., M.E., Ind. Eng., Chem.E., I.Ad., Accounting (70% Engineers) Personnel; Financial Planning and Control; R&D; Sales; Design Engineering; Journalism; Industrial Engineering
Suggested additional studies for Liberal Arts and others	--	Math, Engineering, Design, Communicative Skills, Psychology and Sociology, Personnel
Comments:	—	—
COMMUNICATION SKILLS:	Salesmen communicate orally what a product can do. Engineers must write reports. Both areas result-oriented	Written and oral. Give many presentations. R&D must communicate how, where, why. Give slide presentations. (Have audio-visual department)

COMPANY	CHERRY-BURRELL CORPORATION	COLLINS RADIO GROUP ROCKWELL INTERNATIONAL
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Necessary. 1½ page maximum Printed/Original rather than C.P.C. Clear, concise	Necessary Printed/Original. The shorter the better
Objective/Goal	Necessary	Necessary
*Grades (GPA or MGPA)	--	Not stressed
Work Experience (self-support)	Highlight experience	List where and responsibilities. Given extra emphasis
References	--	--
Activities/hobbies/ honors	Helpful	Desirable
Location preference	--	Important. Do not interview for West Coast. People move ~~east to~~ west
Picture	Not important	--
Comments:	--	Make room for people with potential. Pay 100% graduate expenses
LETTER (with resume): Style (standard or creative)	Necessary Between creative and standard. 1 page or less. Opening should state qualifications	Necessary Standard opening
Company research	--	Absolutely
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	--	Requested for campus interview. Saves time
Comments:	--	Looking for people with initiative enthusiasm and ability

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average
Would like Iowa State catalog of graduates

Turnover is difficult to predict because job objectives change. Hire many handicapped for assembly lines

COMPANY	CHERRY-BURRELL CORPORATION	COLLINS RADIO GROUP ROCKWELL INTERNATIONAL
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	1975: 25 salaried, 50 hourly	1975: 116 hired
Summer employment/Internships/Co-ops	Co-op students: 6 in factory; 3 clerical	Have had
Employer recruiting practices	Agencies	Interview at 48 campuses. Use agencies and ads
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Phone calls annoying. Reply to all letters	All letters read, replied to, filed. Walk-ins desirable
Comments:	—	—
COMPANY EMPLOYMENT POLICIES: Promotion	From within	Maximum from within. Can hire and hold individual until proper opening occurs
Criteria for final selection (hire/promotion)	Personality; cooperativeness, desire, enthusiasm, knowledge and interest in work	Appearance; first-impression, enthusiasm, academic course work, initiative and ability
*Training Program	Vestibule training: 2 weeks on-the-job for particular product	Vestibule: ideally 1 year in each department. Personnel: wage/ salary/recruiting; professional/ hourly employee services (insurance, education, etc.). Assembly line: 5-day school
Comments:	—	—

*Vestibule Training: Initial entry training to acquaint new employees with job procedures

COMPANY	COMMONWEALTH EDISON COMPANY	CONTINENTAL BANK
Contact:	Clifford N. Renzy, Supervisor Personnel Recruitment Ronald E. Langford, Director Personnel Services One First National Plaza P.O. Box 767 Chicago, IL 60690 Phone: 312-294-4021 (Rezny) 312-294-4020 (Langford)	Gary H. Hickok, Manager College Relations and Placement 231 South LaSalle Street Chicago, IL 60693 Phone: 312-828-7912
PRODUCTS/SERVICES:	Electric. Heat-with-light	All-inclusive financial services
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. E.E., M.E., C.E., Nuclear E. Want generalists: Engineers with Computer Science, Journalism and Accounting. Need: E.E. with Power Option	B.S.-B.A., M.S.+ Technical skills: Financial analytically oriented — M.S. level Systems Area Programmers. B.S.-B.A. level Accounting, Auditing, Application Systems, Programmers
Suggested additional studies for Liberal Arts and others	Financial Analysis and Communication Skills for all. Would like Engineering Economics	Language, Math, Economics, I.Ad., Linguistic Skills for Programming
Comments:	—	—
COMMUNICATION SKILLS:	"Engineers don't have the ability to put ideas in writing or present ideas orally, including need for funds." Want more spelling, speech, and technical writing with engineering or science background. Top management meet younger employees through communication/report situations	Must give oral presentations. Need debate and speech

COMPANY	COMMONWEALTH EDISON COMPANY	CONTINENTAL BANK
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Want 2: C.P.C. and Printed/ Original	1 page -- individually tailored for position
Objective/Goal	Absolutely. Should state goal or short objective	Important
*Grades (GPA or MGPA)	Include	If relevant and good
Work Experience (self-support)	Industrial activities important	Emphasize
References	Only previous employers	Upon request
Activities/hobbies/ honors	Important	—
Location preference	Important	—
Picture	Preferred	Helpful
Comments:	90% of students do not take time to read company brochures. Hire in Chicago; place elsewhere	Emphasize education and work
LETTER (with resume):	Necessary	Necessary
Style (standard or creative)	Standard, short, basic, not flowery	Standard or creative
Company research	Necessary	Definitely
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	—	—
Comments:	—	"Statements should show thoughtful, careful, concerned person."

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Want Placement Service to offer interviewing seminar. "Carelessness creates own handicapped. We keep them employed."

Would like package of resumes of available graduates with areas of interest specified. Should be sent to Financial Vice President, by-passing Personnel

COMPANY	COMMONWEALTH EDISON COMPANY	CONTINENTAL BANK
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Anticipate increase as economy returns to normal	Average 150/year -- 50-60 advanced degrees/year
Summer employment/Internships/Co-ops	Local co-ops	Summer internships for 2-3rd year of MBA or 2-3rd year of law school
Employer recruiting practices	95% on campus. Never use agencies	Recruiters are company staff persons. Campus and ads. Solicit professors' recommendations
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Receive 40-100 letters/week. Reply within 2 wks. Phone calls annoying. First contact is campus interview, followed by letter	2-3 week lapse before reply. Then follow-up by phone. Dislike initial phone call
Comments:	--	Manpower planning a year in advance. Try to find areas on prospects' applications amenable to change
COMPANY EMPLOYMENT POLICIES: Promotion	From within	From within
Criteria for final selection (hire/promotion)	Attitude, desire, communication ability, drive. Doesn't watch clock. Does homework. Goes farther than required	—
*Training Program	6-moth formal. Constant rotation. Within 10 years, General Manager. Have 100+ after-hours courses in all areas, taught by company people	1 week class, then on-the-job. Routed through depts. Coordinates and teaches procedures
Comments:	—	Hire handicapped, blind, deaf, and in wheel-chairs

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	DEERE AND COMPANY Moline, IL	DEERE AND COMPANY Waterloo, IA Tractor Works
Contact:	Jerry R. Brotman, Manager of Recruiting John Deere Road Moline, IL 61265 Phone: 309-792-4126 James B. Coogan, Director of Advertising Tim Henney, Director Communication Activities Daryl Scholoz, Technical Placement Coordinator	Mark C. Rostvold, Manager Factory Marketing Waterloo, IA 50704 Phone: 319-235-4870
PRODUCTS/SERVICES:	Manufacturer of agricultural and industrial equipment; consumer products	Tractors
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A., M.S., Ph.D. Engineering: Ag., M.E., General, Industrial, Met., Foundry. Accounting & Finance; Advertising (writers, photographers, artists); Business Systems (Computer Science, Programmers, Econ); Insurance (life, health, fire, etc.); Mfg. E; Marketing; support staff	For marketing area only: Accounting, Statistics, Computer Science. Sales: Farm and mechanical background, Economics (Forecasting), Math and Statistics
Suggested additional studies for Liberal Arts and others	I. Ad., Math, Computer Science, technical sciences, speech, and Manufacturing Engineering	Language, Math, Econ., Stat. and Psychology
Comments:	--	There are openings but students don't know the route to go or the employer doesn't know how to find the student
COMMUNICATION SKILLS:	Engineers need technical writing for lab reports and evaluations. Need speech to "operate on feet." Knowledge of graphic arts and visual aids. All must organize thoughts in formal, logical manner, using proper tenses, third person, basic sentence structure — in language of reader. Dialogue, rapport, and humility determines speed of advancement. Engineers tend to freeze when communicating	Speech, report writing and 1. Selling: must be able to return from field and criticize engineering product people positively; 2. Psychology: understand people and how to deal with them; 3. Product Improvement: verbal mainly. Secretary transcribes statements

COMPANY	DEERE AND COMPANY Moline, IL	DEERE AND COMPANY Waterloo, IA Tractor Works
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Necessary C.P.C. and 1 page Printed/ Original	Necessary Printed/Original
Objective/Goal	Definitely	Important
*Grades (GPA or MGPA)	Include technical areas only. "A cop-out in non-tech areas."	Overall GPA not as important as specific areas
Work Experience (self-support)	Summer experience very important	Summer and factory experience very important
References	Not referred to unless former employers or professors	Desirable from former employers and professors
Activities/hobbies/ honors	Very important -- show leadership	Important. One without athletic interest would worry interviewer
Location preference	--	--
Picture	Desired but can't request	Desired
Comments:	--	--
LETTER (with resume): Style (standard or creative)	Necessary Standard, personalized; show self-analysis	Necessary Neat, orderly letter without misspellings. If there are errors, won't see applicant
Company research	Definitely	Definitely
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	Good to include. Required after screening	Very worth while
Comments:	--	Good letter shows time has been spent on its creation

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. -- College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Trying to set up internal consulting groups to work with factory management and communicate in layman's language.

Would like booklet of short resumes similar to that put out by Oregon State University

Communication Activities: Professional TV set-up for training employees in communication skills and all other areas. Put together 50-60 films per year. Microfilms, photography, editorial services, speech writing, surveys -- the whole gamut of journalism and graphic arts. Would like professorial referrals and a booklet

COMPANY	DEERE AND COMPANY Moline, IL	DEERE AND COMPANY Waterloo, IA Tractor Works
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	1975-6: Down 15-20% next two years. 1974: 773 hired -- Engineers: 18:1	Employment down for next two years
Summer employment/Internships/Co-ops	5-yr. work-study program for engineers. 1974--800 in Freshman S.E.P. Vacation Replacement program. Soph. and Jrs. Summer Training in appropriate depts.	None in marketing
Employer recruiting practices	Recruiters from depts. trained by Personnel Dept. On campus in Oct., July and April.	Placement through Moline. Occasional exceptions
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Encourage write-ins, walk-ins, referrals	Letters read, replied to within two weeks and filed. Phone calls disliked
Comments:	475 ISU grads working at Deere now: 372 in engineering, 89 in I.Ad., 14, S&H	--
COMPANY EMPLOYMENT POLICIES: Promotion	From within. Review newly hired: 3 mos., 5 mos., 1 yr. Annual review for all	--
Criteria for final selection (hire/promotion)	Impression, follow-up, personality and communication ability. In marketing: aggressiveness; in accounting: humility; other fields: adaptability	Energy and enthusiasm about job
*Training Program	Comptroller's area: Spend 5-6 mos. in manufacturing, then to Marketing. Go out with experienced accountants to perform audits. Gain ability to communicate diplomatically with various depts. (usually a traumatic experience)	Vestibule training -- formal and informal
Comments:	Hire handicapped in limited areas after certification	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	FISHER CONTROLS COMPANY	FMC CORPORATION
Contact:	Bob Lahr, Employment Supervisor Phone: 515-754-3626 Russ Bundy, Manager Marketing Publications Marshalltown, IA 50158 Phone: 515-754-3389	Joseph A. Gelinas, Mgr. Staffing & College Relations Replaced by Jeff Clements 200 E. Randolph Drive Chicago, IL 60601 Phone: 312-861-5990
PRODUCTS/SERVICES:	Digital control centers; analog control centers; control valves; valve actuators, noise abatement valves, liquid level controls; gas pressure regulators; software for computers	Diversified industrial corporation specializing in chemicals, fibers, films, industrial equipment and agricultural supplies
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. M.E.: 60%; E.E.: 30% (Electronic); I.E., I.Ad., Computer Science, Accounting (Cost, Tax, Auditing), Engineering Mechanics, Physics, 10%. Technical Writing Division: Writing Managers, Project Managers, Tech. Illustrators, Typesetters (50% with Engineering degrees)	B.S.-B.A.: Engineers, 85%; Accounting, 7%; General Business Administration, 5%; other, 3%. M.S.: Technical -- Engineers, Chemistry, Biology, Science, 90%; Accounting, 5%; others, 5%. MBA: 1975 — hired 24. Ph.D. 100% Technical: Research, Engineering, Biology, Chemistry, Science
Suggested additional studies for Liberal Arts and others	Generalized program: Computer Science, Economics, Ind. Relations, Digital Circuits. Of use to engineering and marketing	Communication Arts: Basic Writing, Composition, Speech
Comments:	--	Hire liberal Arts grads for supervisors, development and sales training, customer service, shop foremen, production control
COMMUNICATION SKILLS:	Write reports, proposals, entire story of product; use speech in day-to-day activities, for approval of project, teaching, in-house efforts, product design, sales, and employee relations	Communication arts: basic writing composition, effective speech. Lots of written and oral reports to management. Need to communicate clearly, concisely, and completely

COMPANY	FISHER CONTROLS COMPANY	FMC CORPORATION
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Necessary Printed/Original -- standard	Necessary Printed/Original -- not C.P.C. (See College Placement Annual)
Objective/Goal	Predetermined goals important	Very important
*Grades (GPA or MGPA)	Important. Watch out for over-use of numbers	Major necessary; total GPA insignificant
Work Experience (self-support)	Important	Necessary, particularly if appropriate
References	--	Important if former employer or academic
Activities/hobbies/ honors	Important. Hobbies can be work related	Important
Location preference	--	Desirable
Picture	Preferred	Desirable
Comments:	GPA perks up one's interest but no correlation for success between 2.5, 3.1, 3.9 GPA (from study)	--
LETTER (with resume): Style (standard or creative)	Necessary. Short -- 1 page Emphasize most important details about self/company. Misspellings important	Necessary Standard -- no more than 1 page, 2½-3 paragraphs. Neat, tidy. No misspellings
Company research	Commitment is important and shows	Necessary
Addressee	Individual Personnel Officer	"People can always find name of specific individual. Letter should be directed to him/her."
Transcripts	--	Unnecessary until hired; then part of personnel file
Comments:	Evidence of technical competence, ability to communicate and track record needed	Par. 1: brief statement of purpose (showing research); Par. 2: why person feels he fits requirements; Par. 3: action ("I will call you.")

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Grade Point Average
Major Grade Point Average
Would like catalog of available graduates

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

COMPANY	FISHER CONTROLS COMPANY	FMC CORPORATION
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Quite active: Engineers, direct product work -- design and research; Manufacturing; Sales. Slow in Administration	10% more engineers; Liberal Arts steady
Summer employment/Internships/Co-ops	Open to persuasion	No company policy; some divisions do, some don't; corporate office recommends
Employer recruiting practices	Combination of search firms. Use referrals from instructors	College recruiting, agencies, newspapers, search firms, radio (for production and maintenance)
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Encourage letters and walk-ins	Accept phone calls, but these should be followed by letter and resume before interview -- if any
Comments:	--	--
COMPANY EMPLOYMENT POLICIES: Promotion	Wherever possible, from within	Within where appropriate. Review for salary annually; review for promotion as needed
Criteria for final selection (hire/promotion)	Very difficult. Personality, technical skills, and ability to communicate. Energy, channeled to meet needs of company or department	Personality; gut-feeling
*Training Program	Vestibule training: 1-3 weeks during year; life-long on-the-job. High power orientation for product line	No generalized training -- by division only
Comments:	--	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	INTERNATIONAL HARVESTER FARMALL DIVISION	LENNOX INDUSTRIES, INC.
Contact:	Richard P. Kennedy Personnel Manager 500 42nd Street Phone: 309-788-8471 Ext. 237	Paul D. Pinneo Corporate Personnel Manager Marshalltown, IA 50158 Phone: 515-754-4011 Carrol Ingebritson, Mgr. Eng.
PRODUCTS/SERVICES:	Farm equipment	Heating and air conditioning
GENERAL SKILLS: Hire (degrees and positions)	E.E., M.E., I.E., Plant Maintenance Engineers	E.E., M.E., Computer Science, Programmers, Accounting, R&D, Sales, Information, Marketing, Industrial Engineering, Management Practice
Suggested additional studies for Liberal Arts and others	Business background for engineers and engineering for I.Ad. Like Lib. Arts. grads and teachers for Trainees -- entry level plant supervisors (Accounting,	--
Comments:	I.Ad., Econ.), hourly shop work Like 2 yr. industrial tech/gen. eng. with business background offered at junior colleges	--
COMMUNICATION SKILLS:	"Dammit! If I could just communicate -- write-- there'd be no stopping ...that's what I'm sure as hell pounding into my kids." [Comment made at group conferences] Single most important skill for management, demonstrated by subordinate's ability to follow directions. Composition -- to write well; Speech/Debate for confrontation and persuasion	"Any job at Lennox of any stature needs writing, discussion leaders. Should have Speech and English."

COMPANY	INTERNATIONAL HARVESTER FARMALL DIVISION	LENNOX INDUSTRIES, INC.
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original -- 1 page	Printed/Original and C.P.C. (for interview. Standard -- wants facts
Objective/Goal	Include area of interest and long-range goal	Desired
*Grades (GPA or MGPA)	GPA and MGPA preferred	--
Work Experience (self-support)	The more the better. Past work and school record checked	Important -- all kinds
References	--	--
Activities/hobbies/ honors	Show leadership quality	Important. Activities could speak for grade point
Location preference	Specify	--
Picture	Not wanted -- takes up space	--
Comments:	--	HEW guidelines restrict personal information on resumes. These questions asked in interview
LETTER (with resume):	Necessary	Necessary
Style (standard or creative)	Standard; short. State area of interest and objective	--
Company research	Definitely	--
Addressee	Individual Personnel Officer	--
Transcripts	--	--
Comments:	--	--

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. -- College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Quad City graduate center coordinates 10 university extension programs. IH offers tuition refund program. Would appreciate newsletter of available grads.

COMPANY	INTERNATIONAL HARVESTER FARMALL DIVISION	LENNOX INDUSTRIES, INC.
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Have overage in I.Ad.; need engineers. Anticipate increase in hiring females and engineers	Hire on need basis only. Moratorium on hiring until January 1976
Summer employment/Internships/Co-ops	Hire summer help; no internships	--
Employer recruiting practices	Campus recruiting, interviews, general office referral and unsolicited letters. Screened by corporate headquarters (Ron Butschle, Equitable Bldg., Chicago, IL) Hourly - hired locally	Campus. Only interviews when there is an opening. Recruit experienced through trade journals
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Hates phone calls; reads and responds to letters in 2-3 weeks	Letters are answered and filed by position. Referred to when need arises
Comments:	--	--
COMPANY EMPLOYMENT POLICIES: Promotion	Within where appropriate. Review and promotion by MBO	--
Criteria for final selection (hire/promotion)	Commitment, flexibility, personality, ambitions, goals -- knowing what to expect of job, getting along with people, adaptability	--
*Training Program	College grads: 1st and 2nd level management training, 18 months. On-job rotation, classroom work (union relations/OSHA). Hourly: 12 months with montly review	--
Comments:	--	-- Incomplete questionnaire

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	MOTOROLA, INC. COMMUNICATION DIVISION	NASH FINCH
Contact:	W. H. Hausmann Professional Recruitment Mgr. 9950 W. Lawrence Avenue Suite 306 Schiller Park, IL 60176 Phone: 312-671-1565	Norman Allen Personnel Manager 1201 Blairs Ferry Rd., N.E. Cedar Rapids, IA 52406 Phone: 319-393-3100
PRODUCTS/SERVICES:	5 Divisions: avionics and telecommunication equipment. Consumer products, communications, semi-conductor products, automotive products, government electronics	Food processors and wholesalers. Grocery warehousing and retail outlets. 15 warehouses, 80 retail outlets, 33 warehouse outlets
GENERAL SKILLS: Hire (degrees and positions)	E.E., M.E., I.E., Accountants	B.S.-B.A. I.Ad. (Marketing, Business Administration, Business Management
Suggested additional studies for Liberal Arts and others	Need more speech and English for all. Engineering department should correct student papers	Need a good course in retailing, some elementary computer training and some accounting. Likes course in Physical Distribution
Comments:	—	Work is principally non-technical. University should do a better job of telling students about real jobs and what they amount to
COMMUNICATION SKILLS:	"Moving up the ladder of success depends on communication skills."	Desire to do well at a job and ability to communicate well with customers and co-workers are the most important attributes of candidates

COMPANY	MOTOROLA, INC. COMMUNICATION DIVISION	NASH FINCH
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Necessary Printed/Original -- one page with basic facts	—
Objective/Goal	Important	—
*Grades (GPA or MGPA)	Important in major areas	Not important
Work Experience (self-support)	Emphasis given to related experience	Important. Show self-support
References	Not meaningful until ready to put on payroll	—
Activities/hobbies/ honors	Most not important	More the better. Very emphatically interested
Location preference	—	Very important
Picture	—	—
Comments:	No correlation between grades and success. Lower grades = higher salaries after 5 years	--
LETTER (with resume): Style (standard or creative)	Necessary Standard opening -- short. Indicate how position brought to writer's attention	Not particularly interested in letters
Company research	Definitely	—
Addressee	Individual Personnel Officer	—
Transcripts	Desired	—
Comments:	Does the student know what jobs are available? Better counseling needed concerning job openings	—

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Likes alumni bulletin from University of Illinois, listing available graduates

Nash-Finch is considering omitting ISU from recruiting schedule. Few seem interested in retailing. Interviewers ticked off by traffic treatment. School should send complimentary traffic-parking badges. Suggest interviews with employed alums to determine course needs

COMPANY	MOTOROLA, INC. COMMUNICATION DIVISION	NASH FINCH
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	1975: no increase; 1976-77, anticipate increase. Prefers hiring from Chicago area but will try ISU again	Interested in females and trying to hire more, principally in warehousing where transfers are less frequent
Summer employment/Internships/Co-ops	8 internships/co-ops	—
Employer recruiting practices	Write-ins, walk-ins, ads. Agencies for experienced persons	Campus interviews, personal calls
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Letters encouraged. No phone calls for first contact unless setting up personal visit. Answer every letter in 1-2 weeks, then filed	Would give serious consideration to a call followed by personal visit (shows enthusiasm). Better than campus interview
Comments:	—	—
COMPANY EMPLOYMENT POLICIES: Promotion	From within. Growing 15% per year. Largest division in corporation	From within. College grads move up quickly
Criteria for final selection (hire/promotion)	Gut-feeling, grades, the way one presents self, where he/she wants to start off. Senses characteristics department head wants	—
*Training Program	Informal vestibule. Put under wing of senior engineer on-the-job	1 year in retail store — 1/3 each in grocery, produce, meat. Then guaranteed ass't. mgr. position or move into warehouse management 2nd year. Lots of room at the top
Comments:	—	—

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	PENICK & FORD LIMITED (owned by UNIVAR)	PULLMAN, INC. TRAILMOBILE DIVISION
Contact:	David S. Rossate Personnel Director First St. & 10th Ave., S.W. Cedar Rapids, IA 52401 Phone: 319-398-3626	Michael F. McDermott Personnel Assistant 200 S. Michigan Ave. Chicago, IL 60690 Phone: 312-939-4262
PRODUCTS/SERVICES:	Corn products and starches. Corn wet milling and potato starch. Chung King products; My-T-Fine puddings, pie fillings, pie crust mix; Vermont Maid syrups; Brer Rabbit molasses; College Inn tomato juice, chicken broth, A La King; Patio Foods	Corporate products: Manufacture for sale or lease railroad rolling stock; design and construction of petroleum refining and chemical processing plants; manufacture of commercial truck trailers; shipping containers; design, manufacture of industrial furnaces, tunnel kilns and oxygen hauling equipment
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A., M.S., Ph.D. Sales force; three labs (quality control, analytical, R&D); financial department (accounting, traffic/distribution); Chem.E.; food technologists; chemists; M.E./I.E./C.E. No Home Economists.All sales force well versed in technical areas	With two years' experience: Data Processing, Metallurgical Engineering and M.E. Entry: Buyer trainees; administrative trainees with tuition reimbursement program leading to Financial Analyst position (4 courses/yr.)
Suggested additional studies for Liberal Arts and others	Business courses: Finance, possibly Business Law. Communication Skills — oral and written	Business Administration, electives in Liberal Arts, communication skills; seminar courses in Great Books
Comments:	--	"Student should be able to tell what has been done and where he/she is going."
COMMUNICATION SKILLS:	For salesmen: "Trip reports, capital expenditures submitted on paper. Need communication skills for written and oral competency."	"Need written and oral. Assumed student has these skills. Frequently wrong. Engineers and scientists and data processing people should be 'user-oriented' in communication skills."

COMPANY	PENICK & FORD LIMITED (owned by UNIVAR)	PULLMAN, INC. TRAILMOBILE DIVISION
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Prefer C.P.C. and Printed/ Original resume, each 1 page. State when available -- be realistic	Printed/Original. C.P.C. least acceptable. "Misspellings drive me crazy."
Objective/Goal	Immediate goal -- simply stated	Important. Should outline area of interest
*Grades (GPA or MGPA)	Reasonable -- 2.7 up acceptable	Include if good
Work Experience (self-support)	Take unpaid summer job if necessary to show direction	Unimportant unless related
References	No personal ones. Educators and former employers only	Meaningless
Activities/hobbies/ honors	Wants professional with wide scope of interests. Indicates ability to get along with others	—
Location preference	—	—
Picture	Unnecessary	—
Comments:	Chemists with M.S. or Ph.D. must be adaptable. May end up as supervisor	—
LETTER (with resume): Style (standard or creative)	Standard opening. Short, factual, personalized. Very important as first step to gain attentive interest	Creative letter written to a particular person
Company research	Very important	Important. "What does applicant know about Pullman?"
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	—	—
Comments:	—	—
KEY: (Ranked 1-5) Necessary (4-5) Important (3) Desirable (1-2) Unnecessary (0)	*Grade Point Average Major Grade Point Average List of graduating seniors by college with short fact sheet very desirable	—

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

COMPANY	PENICK & FORD LIMITED (owned by UNIVAR)	PULLMAN, INC. TRAILMOBILE DIVISION
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Slim except sales	Expected to improve
Summer employment/Internships/Co-ops	Rarely	Internships only
Employer recruiting practices	Agencies for experienced persons. Sales persons anywhere available. Rare campus visits	Agencies for minorities. Campus interviews, referrals from professors
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Will answer all letters signed with ink within one week/10 days. If no reply within 3 weeks, writer should phone	Prefer first contact by letter. Read, put in search files. Reply within 3 weeks. If interested, refer to department heads for exploration
Comments:	—	—
COMPANY EMPLOYMENT POLICIES: Promotion	Sales and first-line foreman: $18,000-20,000+ after 3 months to two years	From within
Criteria for final selection (hire/promotion)	Personality. Subjective decision by team of department head, supervisor and placement. Attitude -- willing to learn what company offers and continue to learn.	Gut feeling
*Training Program	No set period	—
Comments:	—	—

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	RED JACKET	STANDARD OIL COMPANY (INDIANA) AMOCO DIVISION
Contact:	Lloyd Wespler Personnel Director 500 E. 59th St. Davenport, IA 52808 Phone: 319-391-8600	W.F. Schrieber, Coordinator Professional Recruiter Joseph R. Ryan Personnel Coordinator, Management Sciences H.A. Birkness, Project Engineer 200 East Randolph Drive Chicago, IL 60601 Phone: 312-856-3823
PRODUCTS/SERVICES:	Manufacture cast iron boilers for residential, commercial, institutional hot water and steam heating installations; sheet metal and cast iron baseboard radiation and cast iron radiators, sump pumps; ventilation blowers and fans	Starter cartridges for jet aircraft engines, target drone motors, solid fuel grains for auxiliary power devices on rockets and missiles. Floor tile, hydrocarbon resin, plastic pipe, carpets, marketing (Texas)
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A., M.S. Ind.E., M.E., E.E. Clerks, Marketing, Accounting, Programmers, Key Punchers	B.S.-B.A., M.S. C.E., M.E., E.E., Con. E., Computer Science, Business or Math minors, Economics, Finance
Suggested additional studies for Liberal Arts and others	Business Administration and Marketing; Engineering with additional studies	Broad courses in Engineering, Communication Skills, and Management Skills. Personnel Coordinator wants Public Affairs and Journalism majors but will take English majors. Grads: Ind. Psych. and interviewing techniques. "Do more reading, less watching TV."
Comments:	Wants E.E. (Power Option) majors. Should know machines and shop facilities. Goal planning needed. Too many don't know what they want	
COMMUNICATION SKILLS:	Oral and written — need for concise analysis of problem or project. Sum up in few sentences. "Supervisor tells and teaches; technician teaches how to adapt."	Report writing, speech

COMPANY	RED JACKET	STANDARD OIL COMPANY (INDIANA) AMOCO DIVISION
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	Printed/Original -- not C.P.C.	Necessary Printed/Original -- not C.P.C.
Objective/Goal	Important. Indicate ideal job	Important -- should also be included in letter
*Grades (GPA or MGPA)	GPA in major area	GPA in college and major
Work Experience (self-support)	Yes and no. List how and why for self-support	Given extra emphasis if appropriate
References	--	Not valuable
Activities/hobbies/ honors	Important -- shows ability to discipline time	Helps to give information about person. Lightly weighed
Location preference	--	--
Picture	--	Preferred
Comments:		University of Wisconsin Grade Profile plots GPA for college career and major area. Good
LETTER (with resume): Style (standard or creative)	Objective. Third person tone. Give details of assignments and achievements. Evaluate self	1 page; terse, to the point. Par. 1: job objective as specific as possible. "Feel I'm qualified because ...."
Company research	Definitely	Absolutely
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	Not needed -- tend to believe statements	Desired
Comments:	Be specific	Give lots of information about self. If LAS student has business courses, say so. Follow-up letters are important for "thank-you's" and turn-downs
KEY: (Ranked 1-5) Necessary (4-5) Important (3) Desirable (1-2) Unnecessary (0) *Resumes: C.P.C. -- College Placement Council Printed/Original (Standard Form) Creative	*Grade Point Average Major Grade Point Average University of Illinois has an alumni booklet of persons looking for jobs. Seniors included -- 1/3 typewritten page each	--

COMPANY	RED JACKET	STANDARD OIL COMPANY (INDIANA) AMOCO DIVISION
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Need E.E. (Power Option): 5 yrs. out of school or new graduates	No increase in entry level hiring. Computer Science. Slight increase at upper levels. Engineers needed, averaging 20 per year
Summer employment/Internships/Co-ops	Interns -- 6/year	Internships for junior year students. Hire, then "educational leave of absence." Summer employment leading to permanent job, possibly
Employer recruiting practices	Use agencies, ads, campus interviews. "Look under every rock!"	Agencies, campus recruiting, alumni office info. or placement
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Read all letters but doesn't reply to all. Prefer telephone contact first	Letters encouraged. If not interested, 3 day reply. If interested, 10 days-2 weeks or more. Secretary screens. First requirement: college degree
Comments:	From application to decision: 3 weeks to a month	--
COMPANY EMPLOYMENT POLICIES: Promotion	From within	From within
Criteria for final selection (hire/promotion)	"Humility. Without it, employee is not cooperative and doesn't understand fellow workers."	Subjective decision. How much research applicant displays, communication skills, enthusiasm. Must be aggressive, have goals for future
*Training Program	Informal, on-the-job	--
Comments:	Reviewed annually	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	STATE FARM INSURANCE	VIKING PUMP DIVISION HOUDAILLE INDUSTRIES, INC.
Contact:	William I. Grogg, Manager Education and Training One State Farm Plaza Bloomington, IL 61701 Phone: 309-662-2039	Don Tamisiea Industrial Relations Manager 406 N. State Street Cedar Falls, IA 50613 Phone: 319-266-1741
PRODUCTS/SERVICES:	Life and accident assurance, casualty and fire, automobile, general, mutual	16 Divisions: machine tools; auto parts; slurry, rotary pumps of all kinds; construction materials and contracting; precision parts for missile, aircraft and electronic industries. Corporate headquarters Buffalo, N.Y. Resumes passed along to all divisions
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. Accounting, Administrative Services (design and operate buildings for company), Actuarial Science, Claims, Electronic Data Processing, Investments, Policy-Holder Services, Underwriting Agencies. Wire and mail communications; maintenance; support staff	B.S.-B.A., M.S.-M.A. All engineering graduates, I.Ad. (Marketing, Sales, Accounting); Data Processing
Suggested additional studies for Liberal Arts and others	Writing, speaking, Psychology and Speed Reading; general business management	Human Relations, Psychology, Economics, Math
Comments:	Lots of transfers between services	Cedar Falls is training ground for all staff positions. Many personnel transfers
COMMUNICATION SKILLS:	"All must write well. Salesmen need more speech." Entry level jobs: memos/letter-writing, claims, policy-holder complaints. Supervisors need oral skills and report writing	"Sell self through writing and speech. Require speech and technical writing." For management: reports, memos, letters

COMPANY	STATE FARM INSURANCE	VIKING PUMP DIVISION HOUDAILLE INDUSTRIES, INC.
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original; C.P.C. for interview	Printed/Original
Objective/Goal	Very important	Very important
*Grades (GPA or MGPA)	GPA in major important	Not important
Work Experience (self-support)	--	--
References	--	--
Activities/hobbies/ honors	Important -- type more important than number. Show community involvement	Activities show interests, exposure to others -- ability to get along with people
Location preference	--	--
Picture	Preferred	Preferred
Comments:	--	--
LETTER (with resume):		
Style (standard or creative)	Creative opening. Goal and action desired important. Wants written signature, even if letter computerized	Warmth. Show motivation and concern for future opportunities. Likes creative letters
Company research	Important. Wants to know what writer wants	Important
Addressee	Individual Personnel Officer	Individual Personnel Officer
Transcripts	--	--
Comments:	People make an impression with either letter or resume and are remembered either positively or negatively	Send questionnaire first asking about openings, then send booklet of available graduates to Viking (for Placement Office); but individual could do the same

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. -- College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

—

COMPANY	STATE FARM INSURANCE	VIKING PUMP DIVISION HOUDAILLE INDUSTRIES, INC.
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	--	Hiring line workers, not staff for next two years, but in growth situation
Summer employment/Internships/Co-ops	--	Summer: 8 weeks in shop and accounting. In favor of internships in engineering and accounting on annual basis
Employer recruiting practices	Recruit to fill needs of department heads and manpower planning	Staff jobs through employment agencies, campus recruiting, unsolicited letters
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Letters encouraged; also walk-ins and referrals. File kept for one year and reviewed first for openings. Prefer first contact by letter, then personal visit and follow-up	First contact by letter. No objection to phone calls. Letters followed up by application form; reactivated every 90 days. Kept 3 years (by law, 2 years)
Comments:	--	--
COMPANY EMPLOYMENT POLICIES: Promotion	--	From within. Can move from hourly job to supervisor by selling self. Annual review and raises through immediate supervisors and indirect word from peers
Criteria for final selection (hire/promotion)	Write a letter for the boss, having the courtesy and courage to find out boss' expectations. Communication/creativity. Oral skills can be transferred to writing	Intuition; personality, ability to get along with people, ability to communicate; honesty, sincerity
*Training Program	Learner controls training. Control prior to appointment to position. Take as long as needed with on-the-job training	Each department, on-the-job. Sales 10 weeks on Saturday mornings (problem-solving, role-playing, etc.)
Comments:	--	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	WHITE FARM EQUIPMENT COMPANY SERVICE DEPARTMENT	WILSON AND COMPANY
Contact:	R. W. (Bob) Toole Manager, Technical Publications Charles City, IA 50616 Phone: 515-228-2611	Clarence Dulek Personnel Manager Cedar Rapids, IA 52401 Phone: 319-398-5806 (Interview with Clarence Reece, retired in 1976)
PRODUCTS/SERVICES:	Technical publications; technical manuals, parts catalogs, service training (cassettes, slides, sessions); field service; warranty analyzing (processing claims)	Slaughters livestock and processes and sells fresh, frozen and processed meat, poultry, dairy and other food products in U.S., New Zealand and England
GENERAL SKILLS: Hire (degrees and positions)	B.S.-B.A. Ag. Ed., An. Sci., Ag. Bus., I. Ad. majors all with engineering	B.S.-B.A. Accountants; Management Trainees, salesmen; I.E., M.E.; Data Processors; Hog, Cattle, Lamb Buyers; Livestock Service Managers; Trainees for Industrial Relations
Suggested additional studies for Liberal Arts and others	Extemporaneous Speech and mechanical courses	Marketing for all; basic understanding of accounting and economics; ability to express selves through public speaking
Comments:	Want someone with both mechanical aptitude and technical writing training . Ability to spell and express self	—
COMMUNICATION SKILLS:	Need help in M.E. and Arch.E. for reading blueprints, writing reports. Need more student participation and less standing and lecturing <u>about</u> talking and writing by teachers	Each month departmental trainees required to explain working of department profit-wise. Both written and oral presentations. Take periodic trips to markets along with salesmen and make <u>oral</u> presentations to respective buyers

COMPANY	WHITE FARM EQUIPMENT COMPANY SERVICE DEPARTMENT	WILSON AND COMPANY
RESUME (with letter):	Necessary	Necessary
*Form (Formal/C.P.C. or Printed Original)	Printed/Original	Like C.P.C. and the Printed/ Original. Either is acceptable
Objective/Goal	Important	Important: long and short range
*Grades (GPA or MGPA)	GPA in major only	GPA in major only
Work Experience (self-support)	Summer work important	Helpful but not necessary
References	--	No personal references; use high school and college teachers and work supervisors
Activities/hobbies/ honors	Important. Time-consuming club activities take person away from job	Extremely important -- indicates ability to get along with people
Location preference	--	--
Picture	Desired	Desired
Comments:	--	--
LETTER (with resume):		
Style (standard or creative)	Creative. Gives idea of how individual thinks. Neatness and appearance important	Creative. Demonstrates ability and desires, confidence in self
Company research	Important	Design for particular company, sound original and show company research
Addressee	Individual Personnel Officer	--
Transcripts	--	Desired
Comments:	--	--

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Students should have been advised to take Report and Letter Writing. ISU grad employees did not know such courses available. Need them! Also want list of grads

ISU science preparation excellent. Need business courses: Introduction to Accounting, Marketing, Economics

COMPANY	WHITE FARM EQUIPMENT COMPANY SERVICE DEPARTMENT	WILSON AND COMPANY
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	May be moving plant elsewhere. Will need personnel	Economy is making turn-around. Need Management Trainees in the Sales-Marketing area very much
Summer employment/Internships/Co-ops	Willing to experiment with internships	--
Employer recruiting practices	--	Agencies for top level management. Others: referral, walk-ins, friends, college profs
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Prefer first contact by letter. Reply and file. Don't object to phone call. Phone conversation tells a lot	Letters read, replied to within 1-2 weeks. Kept active for six months. Give walk-ins preference
Comments:	Stick very closely to job descriptions, thus less difficult to screen	Pay 75% of books and tuition toward graduate work. Manpower planning done one year in advance -- September to September
COMPANY EMPLOYMENT POLICIES: Promotion	From within. Annual review of major strengths, weaknesses and contributions	Entry level: 90 days -- salary review with placement officer and plant manager; six month review with placement officer and dept. mgr.; annual review for everyone-- top to bottom
Criteria for final selection (hire/promotion)	Attitude: way the individual answers inquiries during the interview	Personality and confidence; ability to sell self. Good thinker-decision-maker. Confidence in ability to set up production schedule
*Training Program	Service: 77 weeks. Person can select or elect along the way -- field service, parts, etc.	Training varies: 6-9 months on-the-job. Two week vestibule training: all phases of business. Then true-false test, essay test, oral presentation to management. Winner chosen and rewarded appropriately
Comments:	--	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	ECONOMY FIRE AND CASUALTY CO.	UNION CARBIDE CORPORATION LINDE DIVISION
Contact:	Donald E. Bitz, President 535 W. Stevenson St. Freeport, IL 61032 Phone: 815-233-5181 (Interviewed Robert Singer, Field, Rep.)	Robert L. Langerhans Ass't. General Manager Environmental Systems Dept. Old Sawmill Road Tarrytown, N.Y. 10591 Phone: 914-345-3440
PRODUCTS/SERVICES:	Insurance: Automobile, fire, home-owner coverage	Manufactures alloys and metals, batteries, carbon and graphite products, electronic products, chemicals, plastics, textiles, food casings, nuclear energy applications, etc.
GENERAL SKILLS: Hire (degrees and positions)	All degrees Accounting, Systems, Public Relations, Sales	B.S.-B.A., M.S.-M.A. Accounting, Chemists, R&D, Engineers, Production, Purchasing, Sales, Systems Analysts, Traffic Personnel
Suggested additional studies for Liberal Arts and others	Need more Computer courses, Psychology, Sociology and Business Law	Economics and I.Ad., Report Writing, Speech
Comments:	Key personnel do not have college degrees	--
COMMUNICATION SKILLS:	Speech, business communication, creative writing, and telephone etiquette needed. "The level of communication in company is very low." Individual with communication ability can go far. "People are people -- respect them. Experience is worth a bundle. Don't try to change the system until you are well acquainted with it. Communication skills really pay off."	"Clear, logical, concise, to-the-point communication in a form the receiver can understand is needed. Word choice important. Adapt to audience." Oral and written

COMPANY	ECONOMY FIRE AND CASUALTY CO.	UNION CARBIDE CORPORATION LINDE DIVISION
RESUME (with letter):	—	Necessary
*Form (Formal/C.P.C. or Printed Original)	—	Want hard and quick information
Objective/Goal	—	—
*Grades (GPA or MGPA)	Want average GPA or leave blank	Emphasize grade point
Work Experience (self-support)	—	Important
References	—	Former employers important, not neighbors
Activities/hobbies/ honors	Important. Sell self	Important
Location preference	—	—
Picture	—	Want
Comments:	—	—
LETTER (with resume): Style (standard or creative)	—	—
Company research	—	Want
Addressee	President	Individual Personnel Officer
Transcripts	—	Want
Comments:	—	—

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Grade Point Average
Major Grade Point Average

Early, incomplete questionnaire

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

COMPANY	ECONOMY FIRE AND CASUALTY CO.	UNION CARBIDE CORPORATION LINDE DIVISION
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	--	--
Summer employment/Internships/Co-ops		Local option
Employer recruiting practices	--	Campus interviews, agencies, referrals, ads
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit	Letter first, followed by phone call for personal interview	Letters desirable. Reply within 3 weeks. One or two follow-up phone calls acceptable
Comments:	Should send letter of thanks after interview. Follow-up important. Personal appearance most important	--
COMPANY EMPLOYMENT POLICIES: Promotion	Entry as Special Agent or Field Representative	--
Criteria for final selection (hire/promotion)		--
*Training Program		Varies from nothing to six months to one year
Comments:	--	--

*Vestibule Training: Initial entry training to acquaint new employee with job procedures

COMPANY	W.S. WORMSER COMPANY	ROBERT WALKER
Contact:	W.S. Wormser, President Prudential Plaza Chicago, IL 60601 Phone: 312-527-3790	Robert Walker R.R.1 Marengo, IA 52301 Phone: 319-642-7787
PRODUCTS/SERVICES:	Children's nightwear	Anhydrous ammonia distributor; hog breeding and production; large scale farming operation
GENERAL SKILLS: Hire (degrees and positions)	Support staff, designers in Chicago office. Factory in South -- wide range of degrees and talents needed but hiring from community	B.S. Animal Science and Agriculture
Suggested additional studies for Liberal Arts and others	E.Klass, friend of Wormser present during interview, urges teaching speech and technical writing. Klass writes speeches, brochures, mailing pieces for AFL/CIO (only one in Chicago area). Does internal/external writing for unions.	English, Agronomy, and as many agriculture courses as possible
Comments:	If employer has successful experience with a college grad, he returns for recruiting future employees	
COMMUNICATION SKILLS:	"Sears and Penneys are eager to hire English lit. and English majors, some teachers, because they make excellent administrators."	"Animal Science grads frequently weak in English usage." To be able to read, write, speak to others, with others, is extremely important -- even with farmers. Helps with living together and working together

COMPANY	W.S. WORMSER COMPANY	ROBERT WALKER
RESUME (with letter): *Form (Formal/C.P.C. or Printed Original)	—	Printed/Original, 1 page Standard
Objective/Goal	—	Helpful, but farm jobs hard to define for employer/employee
*Grades (GPA or MGPA)	—	Wants explanation for low grades in major
Work Experience (self-support)	—	Important
References	—	Rarely follow up
Activities/hobbies/ honors	—	—
Location preference	—	—
Picture	—	—
Comments:	—	—
LETTER (with resume): Style (standard or creative)	—	Necessary. Typed or handwritten. Indication of individual's ability to communicate his interest and desire for the job
Company research	—	—
Addressee	—	—
Transcripts	—	Wants transcript. Could be useful
Comments:	—	—

KEY: (Ranked 1-5)
Necessary (4-5)
Important (3)
Desirable (1-2)
Unnecessary (0)

*Resumes: C.P.C. — College Placement Council
Printed/Original (Standard Form)
Creative

*Grade Point Average
Major Grade Point Average

Pays tuition for line worker's children to attend college ($100/semester). Trying to raise cultural level of Tennessee town

Farmers in area (within 50 mile radius) would like winter extension courses in soils physics, soils, etc. at graduate level for graduate credit

COMPANY	W.S. WORMSER COMPANY	ROBERT WALKER
GENERAL EMPLOYMENT CONCERNS: Hiring pattern (1975-'77)	Donated money to School of Art Institute of Chicago at social function. Later needed typist/file clerk. Requested candidate from Art Institute. Woman started at $2/hr. seven years ago; now chief designer at $35,000/yr. She made the job. Employer now seeks most candidates from Art Institute	Open
Summer employment/Internships/Co-ops		Sometimes
Employer recruiting practices		
Employee job initiation Unsolicited letter/phone call followed by letter/ personal visit		
Comments:		
COMPANY EMPLOYMENT POLICIES: Promotion	—	Applicant gains experience and capital during two to four years' employment before beginning his own farming enterprise.
Criteria for final selection (hire/promotion)	—	Good personal appearance, knowledgeable; good communication skills, maturity (shows definite direction for future). Congeniality very important. Gut feeling
*Training Program	—	—
Comments:	—	—

*Vestibule Training: Initial entry training to acquaint new employees with job procedures